

ABSTRACT

In a display system, a projector is mounted inside a vehicle, and emits a light beam, which is generated based on an image signal, toward an opening formed at a portion near a rear end of the vehicle. 5 An exterior screen is extendable toward the opening and is made of a material having low stiffness. While being extended toward the opening, the exterior screen displays an image by allowing the light beam emitted by the projector to pass therethrough. A screen housing 10 unit is mounted on or near one of a rear hatch and a back door of the vehicle for accommodating the exterior screen.